

Message Text

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SUBJECT: NEW YORK PRO ARTE CHAMBER ORCHESTRA PERFORMS IN HELSINKI
AND JYVASKYLA FESTIVALS

1. AS THE FIRST SIGNIFICANT U.S. PERFORMING GROUP TO APPEAR IN FINLAND SO FAR THIS YEAR, THE NEW YORK PRO ARTE CHAMBER ORCHESTRA PERFORMED SUCCESSFULLY AT THE FAMOUS ROCK CHURCH IN HELSINKI AS A PART OF THE HELSINKI SUMMER FESTIVAL, AND AT TWO CONCERTS IN THE JYVASKYLA ARTS FESTIVAL WHERE THEY WERE THE FIRST AMERICAN ORCHESTRA TO APPEAR IN THE 21 YEAR HISTORY OF THE FESTIVAL. AUDIENCE REACTION WAS VERY ENTHUSIASTIC AT ALL PERFORMANCES, BUT CRITICAL REACTION WAS MIXED. ALL OF THE 13 PERFORMERS PROVED TO BE WARM, SPIRITED, AND ATTRACTIVE REPRESENTATIVES OF THE U.S. AND THEIR VISIT PAROVIDED THE EMBASSY WITH EXCELLENT OPPORTUNITIES TO STRENGTHEN CONTACTS WITH POLITICAL AND CULTURAL LEADERS IN THE NATIONAL CAPITAL AND THE KEY PROVINCIAL CAPITAL AND UNIVERSITY CITY OF JYVASKYLA.

2. HELSINKI PERFORMANCE JUNE 29 ATTRACTED NEAR CAPACITY AUDIENCE OF 450 AND WAS ONE OF THE FEATURES OF THE SUMMER
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FESTIVAL. AUDIENCE INCLUDED TOP REPRESENTATIVES FROM GOVERNMENT, CULTURAL WORLD, AND DIPLOMATIC CORPS. IN JYVASKYLA 250 PEOPLE INCLUDING ONE OF MINISTERS OF EDUCATION (KALEVI KIVISTO, A NON-COMMUNIST MEMBER OF PEOPLES DEMOCRATS) ATTENDED FIRST CONCERT WHICH STARTED AT 10:15 P.M. THE SECOND CONCERT, JULY 1, ATTRACTED 620 PARTLY BECAUSE IT WAS SCHEDULED EARLIER IN THE EVENING. A SURPRISE AT ALL

CONCERTS WAS THE WARMTH OF APPLAUSE FROM USUALLY STAID FINNISH AUDIENCES.

3. AMERICA CENTER AND HELSINKI FESTIVAL COMBINED TO HOST RECEPTION FOR ORCHESTRA AT EMBASSY RESIDENCE ON JUNE 28TH AND CHARGE HOSTED A SECOND RECEPTION AT THE BEAUTIFUL ALVAR AALTO MUSEUM IN JYVASKYLA ON JULY 1 WHICH WAS ATTENDED BY TOP PROVINCIAL AND CITY POLITICAL LEADERS, INCLUDING PROVINCIAL GOVERNOR, CHAIRMAN OF CITY COUNCIL, MAYOR, COMMANDER-IN-CHIEF OF FINNISH AIR FORCE, LEADING PROFESSORS FROM THE UNIVERSITY, ETC.

4. PRESS COMMENTS AND REVIEWS WERE GENERALLY FAVORABLE ALTHOUGH THERE WERE A FEW CRITICAL COMMENTS EXPRESSED ON SOME PARTS OF ORCHESTRA'S PROGRAM. IN ADDITION TO ROUTINE REVIEWS ORCHESTRA GOT ADVANCE PLAY IN HELSINKI NEWSPAPERS AND LOCAL JYVASKYLA DAILY. ORCHESTRA DIRECTOR RAFAEL ADLER WAS ALSO INTERVIEWED BY FINNISH BROADCASTING COMPANY FOR "MUSIC MAGAZINE" ON RADIO. FORTUNATELY PRESS DID NOT FOCUS ON MISLEADING STATEMENT IN ORCHESTRA ADVERTISING MATERIAL THAT AVERAGE AGE OF GROUP WAS 25 YEARS.

5. NEWSPAPER HEADLINES RANGED FROM "A CRISP AND EXUBERANT CHAMBER ORCHESTRA" IN CONSERVATIVE UUSI SUOMI TO "THE BRILLIANT NEW YORK CHAMBER ORCHESTRA" IN CENTER PARTY JYVASKYLA DAILY KESKISUOMALAINEN. THE MUSIC CRITIC OF UNCLASSIFIED

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FINLAND'S LEADING NEWSPAPER, INDEPENDENT HELSINGIN SANOMAT, SPOKE ABOUT "VITALITY AND YOUTHFULNESS OF THE ORCHESTRA" WHILE UUSI SUOMI CRITIC SAID MEMBERS OF THE ORCHESTRA WERE "EXCELLENT MUSICIANS."

6. IMPACT OF PROARTE CONCERTS IN JYVASKYLA WAS PERHAPS BEST SUMMED UP BY FOLLOWING QUOTES:
AAMULEHTI, CONSERVATIVE TAMPERE DAILY: "THE GREAT ATTRACTIONS AT THE JYVASKYLA FESTIVAL INCLUDE VISITS BY TWO CHAMBER ORCHESTRAS. CONCERTS BY ORCHESTRAS FROM THE EAST AND THE WEST DURING ONE SINGLE WEEK ON THE SAME SCENE ARE AN OCCASION WHICH IS NOT OFTEN REPEATED IN THE MUSICAL LIFE OF A SMALL TOWN. THE PRO ARTE CHAMBER ORCHESTRA FROM NEW YORK AND THE MOSCOW CHAMBER ORCHESTRA BRING RARE SPLENDOR TO THE FESTIVAL..."
KESKISUOMALAINEN (JYVASKYLA CENTER PARTY DAILY): "THE AUDIENCE THAT FILLED THE TAULUMAKI CHURCH WANTED MORE, AND GOT THREE EXTRA NUMBERS: BARKER'S ADAGIO, SECOND PART, TWO PARTS OF GRIEG'S HOLGER AND FINALLY BARTOK'S RUMANIAN DANCES. THE AUDIENCE WAS THRILLED, STAMPED THEIR FEET AND CLAPPED THEIR HANDS AND GAVE A STANDING OVATION. THE "COOL AND RESERVED" FINNS BECAME

ENTHUSIASTIC. IT SEEMED THAT THIS WAS MORE THAN A MERE
SHOW OF GRATITUDE FOR A FINE CONCERT. THIS WAS PERHAPS
A TOO CLEAR PROOF THAT - WITHOUT FORGETTING OUR BIG AND
DEAR EASTERN NEIGHBOR - WE ALSO REMEMBER THAT BIG AND
FRIENDLY WESTERN COUNTRY WHOSE NAME, IN THE MINDS OF
MANY, IS STILL A FASCINATING, NOSTALGIC NAME THAT CREATES
DREAMS, "THE LAND OF THE FREE", AMERICA."
FULL TRANSLATIONS OF REVIEWS IN LEADING NEWSPAPERS ARE BEING
FORWARDED UNDER SEPARATE COVER.

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